

### ABSTRACT OF THE DISCLOSURE

A method of and system for producing combined social expression cards and gift certificates for delivery to recipients is implemented in a Web-based client-server environment in which remotely located customers use standard Web browsers to access a Web server. The Web server presents a remotely located customer with a selection of social expression card designs and selection of gift certificates. In response to customer selection of a card design and a gift certificate, the system of the present invention delivers a combined social expression card and gift certificate to a recipient designated by the customer. Delivery according to the present invention may be accomplished either by printing and mailing a physical product to the recipient or by delivering an electronic version to the recipient by electronic mail.